

comScore Reports July 2005 Search Engine Rankings

comScore qSearch Now Used by 100 Percent of Major Search Engines

RESTON, VA, August 19, 2005 - comScore Media Metrix today released its monthly qSearch analysis of activity across competitive search engines. In July 2005, Google maintained its market share lead in the U.S. search market with 36.5 percent of all the searches submitted, followed by Yahoo! at 30.5 percent and MSN at 15.5 percent.

Share of Online Search Submissions	
Source: comScore qSearch	
Total U.S. - July 2005	
Property	Share of Search
Google Sites	36.5%
Yahoo! Sites	30.5%
MSN-Microsoft Sites	15.5%
Time Warner Network	9.9%
Ask Jeeves	6.1%
InfoSpace Network	0.9%
All Other	0.6%

MSN Leads in Volume Growth

The total volume of online searches conducted in the U.S. increased by 22 percent year-over-year in July, reaching more than 4.8 billion. Market consolidation continued as the top six search engines - Google, Yahoo!, MSN, Time Warner (AOL), Ask Jeeves, and InfoSpace - accounted for 99.4 percent of all searches, up from 98.5 percent in July 2004. MSN-Microsoft saw the highest search volume gain among any of the top search engines, rising 30 percent from July 2004, accounting for 744 million domestic searches.

Yahoo! Tops in U.S. Toolbar Searches

The popularity of search toolbars has leveled off during the course of the past year, but usage remains high. In July, 11 percent of all domestic searches were conducted via toolbars, up from 8 percent in July 2004. Yahoo! remains the most popular toolbar, serving as the starting point for 51 percent of all toolbar searches executed in July. Yahoo! toolbars processed more than 282 million searches during the month, a 74-percent increase over the previous year.

comScore qSearch Now Serving Top Six Search Engines

comScore Networks is proud to announce that comScore qSearch services are now used by all of the nation's top six search engines. These leading firms turn to comScore for unique information and analysis services that help them understand and serve their rapidly growing markets.

"We are proud to support leading marketers across all consumer media and industries, now including every major search engine and portal in the United States," said Peter Daboll, president and CEO of comScore Media Metrix. "This milestone is a reflection of our commitment to deliver quality information, analytical experience, and market insight that no other company can match."

For more information on comScore qSearch, please e-mail searchsolutions@comscore.com or call (650) 244-5412.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its patent-pending technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, Bank of America, Universal McCann, the United States Postal Service, GlaxoSmithKline and Orbitz. For more information, please visit www.comscore.com.

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